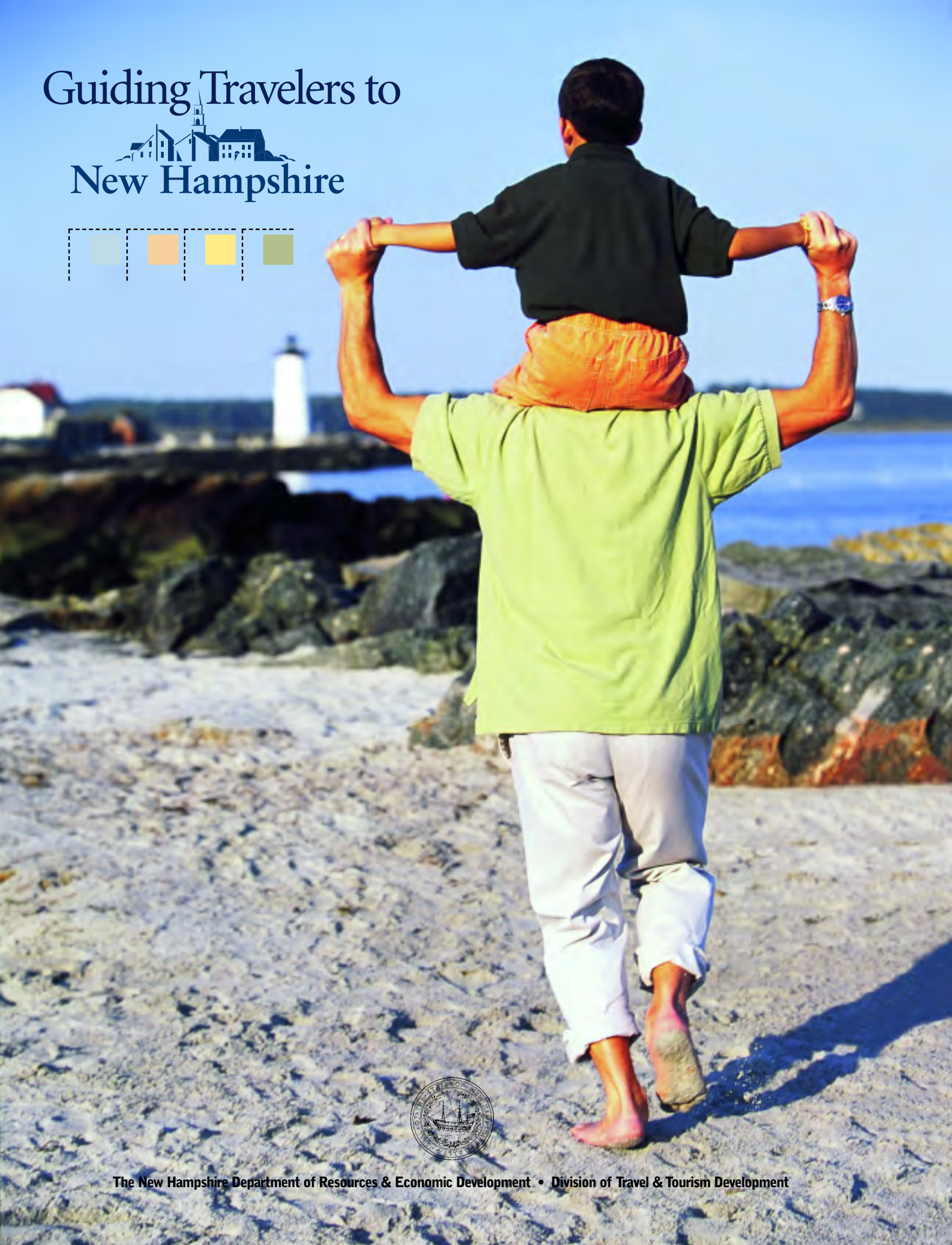
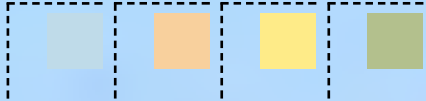


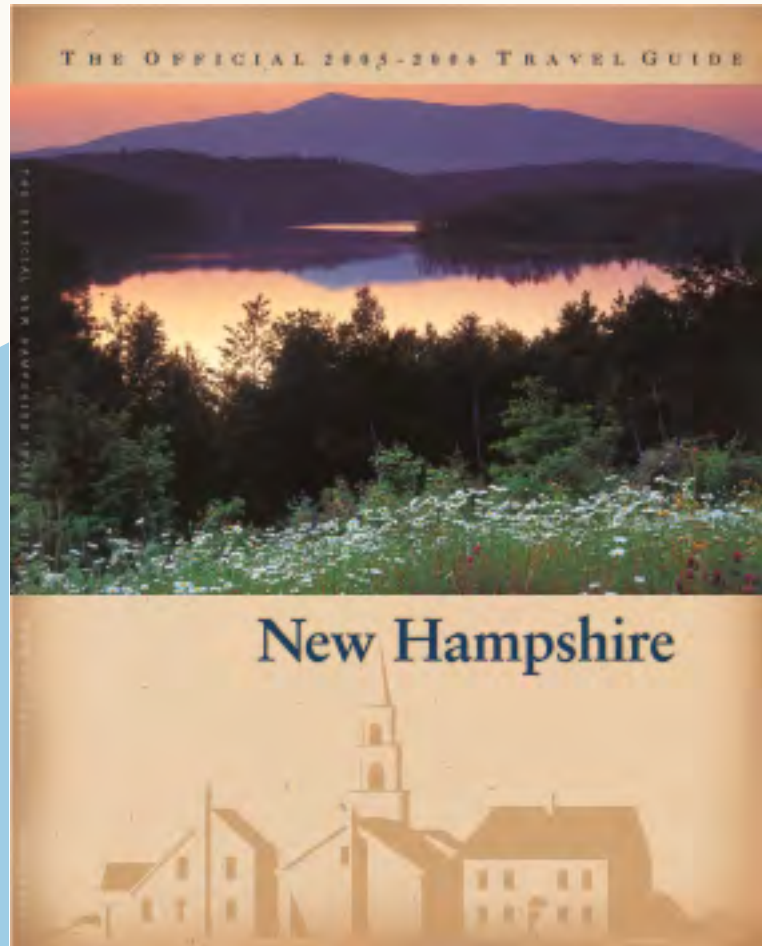
Guiding Travelers to New Hampshire



THE OFFICIAL NEW HAMPSHIRE TRAVEL PLANNER

is the premier visitor publication of The State of New Hampshire Division of Travel & Tourism Development. This 200+ page, full-color magazine has won numerous awards and is requested by more than 100,000 potential visitors annually.

- New for 2006—the 2006–2008 edition will replace the annual publication and become a 2-year publication that offers advertisers additional exposure and distribution.
- Circulation: 300,000.
- Published biennially in late spring.
- Distributed out-of-state in response to inquiries to the state's toll-free number and website.
- Copies are also available at State welcome and information centers, chambers of commerce, information booths, and at state airports.
- Also used in media kits, fam tours, at special events in primary markets; at domestic, Canadian and U.K. trade shows; and in selected AAA offices.
- Provides comprehensive, detailed information on the state and its many businesses.
- One price covers everything, including design, production and placement of your formatted ad.



New Hampshire's promotions add up to success

Advertising in these promotional tools gives you the opportunity to reach a broad spectrum of qualified consumers: those who have expressed interest in visiting New Hampshire and getting to know its businesses and products. You'll be leveraging your marketing budget in vehicles that have proven their effectiveness year after year for businesses all over New Hampshire.

S T A T I S T I C S

Tourism is essential to your success; reserve your advertising space today.

- The Division of Travel & Tourism Development will spend \$2.6 million promoting travel to and around New Hampshire this year.
- The State advertises, and features its website, publications and toll-free number:
 - in popular magazines and travel guides including *Yankee Magazine*, *Yankee Travel Guide*, *Family Fun*, *Better Homes & Gardens*, *National Geographic Traveler*, *Travel & Leisure*, *Reader's Digest*, *NY Times Magazine*, *Sophisticated Traveler*, *AARP The Magazine*, *Country Home* and *Time Magazine*.
 - online at yankeemagazine.com, nationalgeographic.com/traveler, aarpmagazine.org, travelandleisure.com and links from media sites.
 - in many domestic and international newspapers and newspaper inserts.
 - on television in major markets, on radio and through direct mail.
 - in targeted marketing efforts throughout the Northeast.
 - New Hampshire hosted nearly 27 million visitors from July 2003 through June 2004 (fiscal year 2004).
- Travel and tourism is one of the state's leading industries in terms of jobs and attracting dollars from out-of-state.
- As a whole, advertising opportunities through The Division of Travel & Tourism Development projects outlined here currently feature over 1,200 businesses throughout New Hampshire.

Enhance Your Marketing Budget With These Integrated Promotional Tools

The New Hampshire Division of Travel & Tourism Development has created an integrated approach to target and reach travelers through the promotional tools listed below. Together, these tools, which are featured in the State's \$2.6 million promotional campaign, introduce New Hampshire to travelers and provide thousands of compelling reasons to visit. When you invest in these tools, you're increasing the reach of your marketing budget by taking advantage of the State's ability to generate leads and reach a larger, more targeted audience. Your business receives the maximum exposure at an affordable cost.

THE OFFICIAL NEW HAMPSHIRE WEBSITE



The official tourism website for the State of New Hampshire. This site offers maximum exposure to advertisers, as more and more travelers turn to the Internet.

- The most comprehensive website providing information about visiting New Hampshire, now with more of the information travelers want and easier access to your ads!
- www.visitnh.gov averages 67,000 visitors per month; this jumps to over 100,000 in July, August, September and October.



THE OFFICIAL NEW HAMPSHIRE ONLINE PLANNER

The online resource for group, meeting and event planners.

- Special section of www.visitnh.gov dedicated to planner information.
- Searchable database of New Hampshire businesses offering a variety of options in site selection.
- Online RFP option.



THE OFFICIAL NEW HAMPSHIRE E-GUIDE

The State of New Hampshire's quarterly tourism email newsletter, highlighting seasonal information about what's happening throughout the state.

- Circulation: approximately 60,000 emails per newsletter—and growing.
- The E-Guide is sent to people who specifically request email news about New Hampshire, either when calling for more information or by signing up on www.visitnh.gov.





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information, contact**

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and Lakes Regions. Cell: 603-387-1854

New Hampshire

THE OFFICIAL NEW HAMPSHIRE TRAVEL PLANNER

THE OFFICIAL NEW HAMPSHIRE WEBSITE
www.visitnh.gov

THE OFFICIAL NEW HAMPSHIRE ONLINE PLANNER
A special section of www.visitnh.gov
for Group, Meeting and Event Planners.

THE OFFICIAL NEW HAMPSHIRE E-GUIDE
are produced for The New Hampshire
Division of Travel & Tourism Development
by Glen Group Inc.



Photo Credits: NHDTTD-Dave Shafer



**The New Hampshire Division
of Travel & Tourism Development
offers many services including**

- national and international
marketing, advertising, and
public relations programs
- production of trade and tourism
publications, and an Internet site to
provide potential visitors with
information on the entire state
- tour and travel information itineraries
- familiarization tours and
photographs to travel writers,
travel agents, and tour operators
- year-round research to monitor
and measure the impact of
tourism to the state

**To submit events and organization
information, log onto
www.resourcenh.org**